



# 2009 Print Rates

PRINT	1x	5x	10x	20x	30x	40x
Page	\$10,300	\$10,050	\$9,800	\$9,575	\$9,300	\$9,000
1/2 Page	\$6,750	\$6,625	\$6,400	\$6,250	\$6,075	\$5,900

Note: Black and white rates. Spreads are two times the earned page rate plus color.

## PUBLICATION ADVERTISING RATES

### Color Charges

#### Two-Color

Additional \$2,300 (two-color indicates process color only; PMS or three-color process billed at four-color rate).

#### Four-Color

Additional \$3,225

#### Metallic Ink/Fifth-Color (PMS)

Two-, three- and four-process colors plus metallic:

B&W rate plus four-color rate plus \$2,675 extra per page.

One-process color plus metallic: B&W rate plus four-color rate per page.

Premium Position Charges	Premium*
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Second Cover	20%
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Third Cover	10%
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Fourth Cover	20%
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First 30 pages	20%
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Other requested position	10%
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\*earned page rate plus color

### Spreads

Two times the earned page rate

### Circulation

27,000 (controlled and paid)

### Publication Frequency

10 issues per year

### Agency Commission

15% commission to recognized agencies